



Australian Government

FBPCDS2003 Sell cellar door products and services

Release: 1

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Modification History

Release	Comments
Release 1	This version released with FBP Food, Beverage and Pharmaceutical Training Package Version 2.0.

Application

This unit of competency describes the skills and knowledge required to sell wine and other products and services. It involves developing product knowledge, engaging with customers and using sales techniques to maximise sale opportunities.

The unit applies to individuals who work under general supervision to provide specialised industry knowledge to sell products and services to cellar door visitors.

All work must be carried out to comply with workplace procedures, according to state/territory health and safety, and food safety regulations, legislation and standards that apply to the workplace.

When applied in the workplace, compliance with state and territory legislative requirements relating to the Responsible Service of Alcohol will be required.

Pre-requisite Unit

Nil

Unit Sector

Cellar Door (CDS)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Develop product and service knowledge	1.1 Develop and retain knowledge of the use, purpose and application of cellar door products and services by accessing relevant sources of information 1.2 Research and apply comparisons between available products and services, including brand options, features and price

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.3 Develop knowledge of competitors' product and service ranges and pricing structure 1.4 Consult experienced sales staff or research product information to increase workplace product and service knowledge 1.5 Identify workplace safety and consumer regulatory requirements relevant to the sale of cellar door products and services
2. Approach customer	2.1 Determine timing of customer approach according to cellar door sales procedure and customer behaviour 2.2 Identify and apply effective sales approach using knowledge of customer buying behaviour 2.3 Convey a positive impression to encourage customer interest
3. Gather customer information	3.1 Apply questioning techniques to determine customer motives for purchase 3.2 Use listening skills to determine customer requirements 3.3 Interpret and respond to non-verbal communication cues 3.4 Guide customers to product ranges that match customer buying motives and requirements 3.5 Address customers according to workplace protocol and by name if known
4. Sell benefits to customer	4.1 Match customer needs to appropriate products and services 4.2 Communicate knowledge of product or service features and benefits clearly to customers 4.3 Describe specific requirements relating to products or services to customers 4.4 Answer routine customer questions about products accurately and honestly 4.5 Refer customers to more experienced, senior sales staff or to appropriate product specialists according to workplace procedures
5. Overcome customer objections	5.1 Identify and acknowledge customer objections to purchasing 5.2 Categorise objections into price, time and product or service characteristics 5.3 Offer solutions or alternatives to customer objections 5.4 Apply problem solving to overcome customer objections and

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	consult with senior staff as required
6. Close sale	6.1 Identify and monitor customer buying signals and respond appropriately 6.2 Encourage customers to make purchase decisions in compliance with regulatory requirements 6.3 Select and apply method to close sale according to cellar door sales procedures
7. Maximise sales opportunities	7.1 Recognise and apply opportunities to 'up sell' or make additional sales 7.2 Advise customers of complementary products or services according to identified customer needs 7.3 Review personal sales outcomes and implement strategies to maximise future sales

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Reading	Interpret product information from a variety of sources including labelling and advertising information
Writing	Record workplace information using industry-based vocabulary and required format
Oral Communication	- Convey information using language appropriate to customer - Use questioning skills to gather information from customer
Numeracy	Calculate numerical information relating to measurements, quantities, volume and costs
Navigate the world of work	- Understand and apply legislative responsibilities relevant to own role - Evaluate own work performance to identify opportunities to improve sales techniques
Interact with others	Use accepted practices and protocols for communicating with people external to the organisation

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
FBPCDS2003 Sell cellar door products and services	FDFCD2005A Sell cellar door products and services	Updated to meet Standards for Training Packages Minor changes to Elements and Performance Criteria for clarity Prerequisites removed	Equivalent unit

Links

Companion Volume Implementation Guides are found in VETNet: -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=78b15323-cd38-483e-aad7-1159b570a5c4>

Assessment Requirements for FBPCDS2003 Sell cellar door products and services

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has sold cellar door products and services and has demonstrated the following when selling at least two separate product types:

- developed and maintained workplace product and service knowledge, including knowledge of competitor products and services for comparison
- sought information from product or service resources and assistance from colleagues and/or product specialists
- determined customer needs and buying motives using effective communication:
 - questioning techniques
 - active listening skills
 - observing customer behaviour
- matched customer requirements to appropriate product or service
- conveyed product and service knowledge to customers
- provided solutions or alternatives to customer objections about potential purchases
- applied appropriate and effective sales approaches according to workplace procedures, customer behaviour or buying signals
- closed sales and maximised sales opportunities.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- features of a range of products and services available from the sales outlet or workplace
- features of workplace customer service
- information sources for product information including:
 - product lists
 - expertise of colleagues

- promotional materials
- features and characteristics of customer types and motivations for purchasing cellar door products and services
- sales techniques including:
 - use of effective communication
 - methods of sales approaches
 - understanding customer needs
 - promoting features and benefits of products and services
 - how to identify and overcome objections
 - how to close sales
 - methods to maximise sales and add-on products and services
- health and safety in the workplace and consumer regulatory requirements as they apply in the workplace in relation to serving or selling.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - a workplace or an environment that accurately represents workplace condition
- resources, equipment and materials:
 - range of workplace products and relevant equipment
 - product and service information or technology for accessing information
- specifications:
 - workplace procedures relating to selling cellar door products and services
- relationships (internal and/or external):
 - external customers for sales opportunities and internal personnel for assistance.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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